

ABSTRACT

This disclosure provides a system for remotely communicating with a vehicle and a related business method of targeting promotions to one or more individuals associated with a vehicle. The system includes a wireless device, a security gateway, and an on-board computer coupled to one or more sensors or controls. The system is configured to support automatic maintenance event detection, preferably using on-board software. In addition, the wireless device permits reporting of the maintenance event to a central source (e.g., a dealer, manufacturer or their delegee) or to a promoter that can target promotions based on the particular maintenance event. Preferably, the vehicle is equipped with software that automatically and unsolicitedly identifies maintenance event and notifies the dealer, manufacturer, delegee or a promoter. It is this third party that then notifies the vehicle owner (or other individual associated with a vehicle identification number) of the maintenance event, that identifies local product or service providers in the individual's vicinity, and that provides targeted promotions to the individual.